

Assured Assisted Living Grows Census, Optimizes Efficiency with Serenity Engage



SETTING THE STAGE

As a top Colorado-based memory care home, Assured Assisted Living takes a personalized approach to memory care. The team is committed to improving the quality of life for residents with Alzheimer's Disease, dementia, traumatic brain injury, or other memory-related illnesses in its 10 residential, home-style residences.

Francis LeGasse Jr., CDP and Brian Turner are the co-founders of Assured Assisted Living. As Michigan track teammates and friends, they took their entrepreneurial mindset and their deep desire to make a positive impact in the world to create different senior care outcomes than their own families experienced.

Francis witnessed his paternal grandfather's struggles with dementia – resulting from agent orange exposure in Vietnam – as well as his maternal grandfather's experience with Parkinson's Disease.

FAST FACTS

- 3 new move-ins in the last 4 months
- 227% increase in communication
- 3-5 hours saved/week for key staff

Brian watched his mother, a career nurse, "try to be a good daughter in an impossible situation," as she coordinated care for her parents who were 700 miles away. Francis and Brian realized that the challenges their grandparents and family faced could be reduced or avoided altogether with high-quality home care services.

They set out with the goal of offering peace and support to memory care residents and their families by creating a living environment that closely resembles home, where residents are most comfortable.

THE DETAILS

- Founded in 2010
- HQ in Castle Rock, CO
- 10 Residential Memory Care Homes
- Family-Style Living Environment

Beginning with one community in Lakewood, they founded Sevens Home Care in 2010 and Sevens Residential Memory Care in 2013. Their organization has grown to 10 residential assisted living facilities in Colorado over the past 11 years and is proudly named Assured Assisted Living. Assured Assisted Living homes are secure but not overly restrictive, and provide residents with a comfortable, family-style living environment – including a family room, living room, communal kitchen, family-style dining, and bedrooms.

THE COMMUNICATION CHALLENGES

While Assured Assisted Living has been experiencing growth, its communication strategies have not been able to keep up. According to Francis, who focuses on operations, in 2018, Assured Assisted Living's communication methods were "old school" – which is also a reflection of the senior care industry as a whole.

"Right now, we're doing really well with family communications – the staff is doing a phenomenal job sharing videos, photos, and updates, and families are loving it."

Francis LeGasse, Jr.
President & CEO



The organization relied primarily on phone calls and emails to communicate with residents' family members, which were time-consuming for staff and lacked picture or video components for family members.

Francis also says he wanted to improve the organization's communication cadence. Also, caregivers were texting residents' family members from their personal cell phones, which presented a lack of insight into the communications between staff and family, and could cause confusion for the family if that staff member left the organization.

Though Francis and the team were aware that their communication and engagement efforts could improve, there were limited offerings on the market that fit their needs. They tried group texts, and also turned to their EMR family portal as a potential solution – but neither provided a seamless, easy communication and collaboration experience for staff and residents' families.



serenity

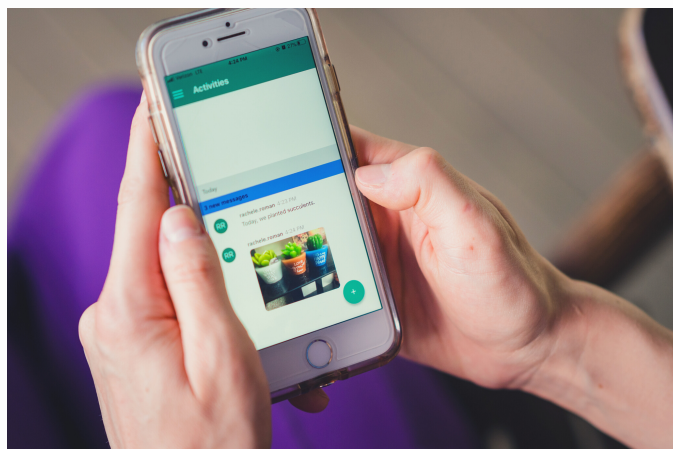
INTRODUCING SERENITY ENGAGE

- Secure messaging for family and care team communication
- Help family rest easy with photos of their loved one as appropriate
- Share news, education, and helpful articles with family
- Communicate across organizations to ensure care team alignment
- Anyone can pin messages to quickly filter important content

TRANSFORMING COMMUNICATION

The Serenity Engage platform has completely altered how the Assured team communicates with residents' families. Families now receive the updates they need, all in one place – usually with accompanying photos or videos. “Family members aren't just reading what we're texting them, they're seeing the photo or video that corresponds with our text, and that validates what we're doing,” said Francis.

Francis has not only witnessed an exponential increase in staff-family communication resulting in deeper trusted relationships, but has also seen more staff-staff communication in staff channels on the Serenity Engage platform. He has been impressed by the speed at which his team has adapted to using Serenity, as he was concerned there would be pushback.



“If you can text, there's no reason you can't use Serenity,” he says.

Since partnering with Serenity Engage, Francis has been delighted by the Serenity team's responsiveness and commitment to innovation, stating, “They're always looking at how they can add new features that make it stand out and differentiate itself. With Serenity Engage, it is always there – which is critical for our staff and families.”

MEET MARILYN: A FAMILY MEMBER AND SERENITY ENGAGE ADVOCATE

Marilyn Weber's family story has been an illustration of the power of the Serenity Engage platform. With a father in memory care with Alzheimer's, facilitating communications was a challenge, especially during the COVID-19 pandemic. When Marilyn's father was diagnosed with COVID-19 without a care plan, she knew it was time to find a different community that valued patient care and family communication. The Serenity advantage was one of the key reasons she chose Assured Assisted Living as the new care home for her father.

Unsurprisingly, once her dad was comfortably set up at the Assured community, the difficulties they had faced in communicating with the staff disappeared. It became easier to assess her father's condition on a day-to-day basis.

Serenity also eased the communication burden among family members. Care coordination and decisions commonly cause families to have difficulty communicating with one another. No longer was one person responsible for gathering and disseminating critical information. Updates were shared with everyone at once, avoiding confusion and defusing any tensions about exactly what was happening with their father's care. The functionality of the Serenity Engage app ultimately saved time for the staff caring for residents, with one single source of truth, rather than siloed information.

When asked to sum up her experience with Serenity, Marilyn said, “It's a healer for families that aren't always on the same page -- it's good for loved ones and it's good for families.”

"If there's a problem, and the caregiver has identified it, you can react to that right away. No need to wait for time to make a phone call or write an email."



Marilyn Weber,
Serenity Engage User

CREATING A TRANSPARENT FUTURE

As Francis looks toward the future, he will continue to onboard more providers responsible for a resident's care to the Serenity Engage platform – including occupational therapists, home health aides, hospice organizations, medical providers, and long-term care pharmacies. Introducing providers and third-party vendors to the platform provides these stakeholders with real-time resident updates, further helping streamlining provider communication.

Asked about the potential of Serenity Engage, Francis said, "The COVID-19 pandemic highlighted a lot of the issues facing aging services and healthcare in general. What we've realized is that we have to have a more forward discussion around communicating: the good, the bad, the ugly. Once we have transparency, we'll have a positive impact on people in the industry."

ABOUT SERENITY ENGAGE

Founded in 2019, Serenity Engage brings the family and care team together on a single, secure messaging platform. Serenity has bridged the gap between care teams and family members to establish a foundation of trust from day one. Through a fully secure, HIPAA-compliant platform, Serenity fosters enhanced communication and collaboration between everyone involved in a senior's care, keeping everyone on the same page. Senior care facilities, families, and providers use Serenity to strengthen relationships between care teams and families, increase provider productivity, improve patient quality, and offer families greater peace of mind regarding their loved ones.

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